

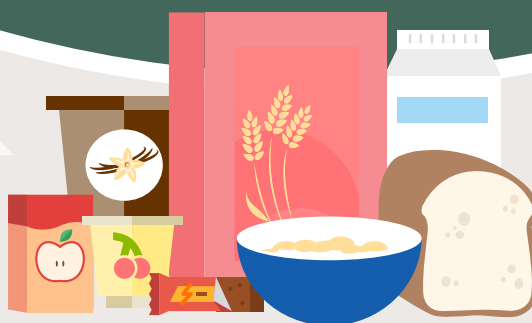
ALTERNATIVE SWEETENERS USE IN FOOD SUPPLY IS SOARING

Greater Transparency in Labeling Needed for Consumer Awareness

OVER THE LAST
5 YEARS

the number of food products that contain at least one non-nutritive sweetener has increased by

300%*



Bread • Cereal • Granola bars • Yogurt
Ice cream • Milk • Children's beverages

SOME OF THE ALTERNATIVE SWEETENERS IN YOUR FOOD

- Xylitol
- Sorbitol
- Hydrogenated Starch Hydrolysates
- Saccharin
- Acesulfame Potassium
- Sucralose
- Isomalt
- Lactitol

76% of CONSUMERS

want to know if their food contains sugar substitutes, but **63%** of the time consumers are unable to correctly identify them on food ingredient lists



73% of PARENTS

want to know the amount of **sugar substitutes** in their children's food but this information is not available



69% of SHOPPERS

think products claiming to be no/low or reduced sugar are **lower in calories**, but many are not



66% OF CONSUMERS

want food companies to be required to identify sugar substitutes as **"SWEETENERS"** on ingredient labels.

U.S. FDA SHOULD REQUIRE FOOD COMPANIES TO

ADD THE TERM

"Sweetener" in parentheses to sugar substitutes on ingredient lists

CLEARLY LABEL

the amount of sugar substitutes on the front of children's food and beverage products

REQUIRE

"Sweetened With..." disclosure alongside no/low/reduced sugar claims if the product contains sugar substitutes

DISCLOSE

the potential gastrointestinal side effects from the consumption of sugar alcohols and certain sugar substitutes

ENSURE

all sugar content claims related to no/low/reduced sugar products are truthful and non-misleading

*Baker-Smith CM, et al., American Academy of Pediatrics, Committee on Nutrition. *Pediatrics*. 2019;144(5):e20192765.

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Learn more at sugar.org

the **Sugar** association